

**Utah Office of Tourism
Board Meeting
Thursday, February 12, 2009 – 10:00 a.m.
Ogden Marriott
English Walnut Room
247 24th Street
Ogden, UT**

Present

Board Members

Kim McClelland
John Holland
Steve Lindburg
Peter Corroon
Frank Jones

Bill Malone
Pam Hilton
Colin Fryer
Steve Burr

Staff

Leigh von der Esch
Dave Williams
Kelly Day

Barbara Bloedorn
Tracie Cayford
Lorraine Daly

Guest

Pat Holmes
Jeremy Chase
Steve Driggs
Nathan Rafferty
Danny Richardson
Jessica DuFoe
Barbara Riddle
Jake Stevens
Derek Swenson
Kay Giles
Joan Hammer
Scott Schwebke
Charlie DeLorme
Janet Tueller
Lisa Karam
Caitlin Gochmour
Sara Toliver
Paul Oelerich

Salt Lake CVB
Struck Creative
Struck Creative
Ski Utah
UTIC
Blitz Media
Davis Area CVB
V Tour
V Tour
Kane County Office of Tourism
Box Elder County
Standard Examiner
San Juan County
Ogden/Weber CVB
Ogden Valley Business Assoc.
Ogden CVB/Ogden
Ogden/Weber CVB
Outdoor Utah

Welcome

Kim McClelland called the board meeting to order. He welcomed everyone to the meeting and thanked Sarah Toliver, the Ogden CVB and the Ogden Marriott for their hospitality.

Sara took a moment to welcome everyone to the meeting and introduced some of her board members to the group. She also gave a brief update of upcoming events in her area.

Kim then had everyone in the room introduce themselves.

Kim also thanked Leigh, the staff of the UOT and Barbara Riddle for their recent presentation to the legislative appropriation committee. Kim congratulated them on a fabulous job in representing this organization and outlining what we do and what we have accomplished. Kim also thanked Barbara Riddle for presenting the coop aspect of what we do and for explaining the importance of the coop program and what it means to our partners across the state.

Minutes

MOTION: Leigh indicated that she wanted to make certain that the situation regarding budget cuts to the marketing program were reflected in the minutes. She also indicated that Struck and Blitz have been made aware regarding taking money from the back end if we receive another cut to the budget. After a brief discussion Steve Lindburg made a motion to approve the minutes of the January 8th meeting held in Salt Lake. Colin seconded the motion and it passed unanimously.

Marketing Committee Report

Media Buy: Steve Lindburg had Jessica Dufoe from Blitz review the final 2009 non-winter media buy recommendation with the board. The total campaign investment would be \$3,196,908 and would include 214,533,200 impressions in TV, interactive and print ads.

There was some discussion as to whether due to the current market, pre-emptable would be a lot more affordable and whether Blitz should consider purchasing pre-emptable vs. non pre-emptable programming in the media buy. Blitz will check the current cost and will report back to the marketing committee.

MOTION: After some discussion regarding the media buy recommendation, Peter Corroon made a motion to approve the media buy as described above. Steve Lindburg seconded the motion and requested that the marketing committee receive some flexibility from the board to make final decisions on the buy regarding pre-emptable vs. non-pre-emptable programming as long as the committee remains within the budget parameters that have been approved by the board.

Struck Presentation: Steve and Jeremy of Struck presented two commercial spots that will run in the upcoming spring campaign. Steve indicated that there are still a few refinements needed in the commercials before they run.

Dave Williams gave a brief update regarding recent advertising in Canadian Traveler magazine. Utah had a 32 page spread in the magazine which included advertising from our partners around the state. We received 2,000 copies of the special Utah section. A copy was passed around for the board.

Leigh recognized Matt Morgan in our office for his efforts on ads he has created in house for Gourmet and Delta Sky Magazines.

Legislative Update – Danny Richardson

Danny indicated that Des Barker is spending a lot of time on the hill providing updates on trends and what is happening with the tourism funding.

Danny gave an update on various bills regarding the motion picture industry, immigration, liquor laws, tourism recreation, and scenic byways. Danny also invited the board to attend a senate appropriations meeting at 2:00 p.m. today where the TMPF would be discussed.

Leigh gave a brief description of the current scenic byway program and described a bill that has been presented at the legislature and discussed how it would affect the byway program. Leigh will keep our partners informed on the status of the bill.

Directors Report

- **Board Meeting Schedule:** Leigh discussed an ongoing conflict that the UOT board meetings have with the GOED board meetings. In an effort to make it possible for Jason Perry to attend some of our meetings, Leigh asked that the board consider changing the regularly scheduled 10:00 a.m. board meetings to 1:30 p.m. for the rest of the year. All of the board members present at the meeting agreed that it would work with their schedules. Leigh indicated that we will make sure the other board members don't have a major conflict with the time change.
- **Board Retreat:** Leigh briefly discussed the upcoming board retreat in April in St. George and asked if the board would consider splitting the retreat up into two half days instead of one full day to save expenses on travel and lodging for the board and staff. The board agreed to meet the afternoon of Thursday, April 16th and the morning of Friday, April 17th. More details will follow.
- **Governor's Economic Summit:** Leigh indicated that the Governor's Economic Summit will be held March 30th in Salt Lake. More information will follow. Some board members may be asked to participate on a panel.
- **Tourism Conference:** The tourism conference will be held May 13, 14, & 15 at the Davis Conference Center in Layton. More details will follow.
- **Communications Update:** Tracie indicated that Lou Hammond sends monthly reports that she is happy to share with the board which includes information regarding hot tips, press releases and other activities for the month.
- **Budget Update:** Leigh briefly discussed the latest budget information relating to the marketing, co-op marketing and operations budgets for 2009 & 2010. There was some indication that the Co-op Committee would meet to discuss making changes to the cap of Co-op applications if there is less money in the budget than expected at the end of the legislative session.

New Business

Derek Swenson and Jake Stevens from V-Tours gave an overview of their virtual tour program. The Salt Lake Convention Center is currently taking advantage of the program. This is a technology that they have been developing over the last year.

Public Comment

- Steve Burr announced that there will be an Americas public lands meeting today at 12:30 p.m. The board is welcome. He also requested that the board be informed of scheduled committee meetings so the board can attend if they are in the area. Steve also invited the board and partners to attend the 2009 National Extension Tourism Conference at the Yarrow, June 14-17. There will be 75 presenters and 100-150 participants.

- Leigh invited the board to attend the annual legislative dinner, February 18th. This will give the board the opportunity to talk to the legislature about the Tourism Budget. The dinner will be hosted at the Hilton and the Governor will give the opening remarks.
- Peter Corroon mentioned a proposed bill to watch regarding funding of a large convention hotel.
- Nathan indicated that the number of skier days is better than expected but doesn't think there will be any records set. He thinks the locals will carry the ski season. Revenues from the resorts vary. Snowbird had their best January on record in terms of skier days but the higher end restaurants are not seeing the traffic they would like. The phones are starting to ring due to a drop in airline ticket prices. But a lot of out of town visitors are waiting until the last minute to make reservations.
- Peter Corroon indicated that he was going to Switzerland with a Snowbird ski team for the International Children's games. There are 10 kids ranging from 12-15 years old.
- Kim called attention to several items in the board packets; two from Utah CEO Magazine featuring Leigh and Nathan. He also complimented the UOT newsletter and he brought the boards' attention to an article in their packet from Utah Business Magazine, entitled "How Life Elevated Put Utah on the Map." The article gives a recap of the creation of the brand for the state and the great effort that went into it.
- Kim congratulated Struck the UOT and Ski Utah on the Utah Snowflake campaign.
- Nathan expressed his appreciation on behalf of the ski industry for the relationship they have with the state tourism office and the importance of working together.
- Kim indicated that there will be a marketing committee meeting immediately following the board meeting today and reminded the board and partners about the 2:00 p.m. appropriations committee meeting today.

Meeting adjourned.

The next board meeting will be held, Thursday, March 19th in Salt Lake.